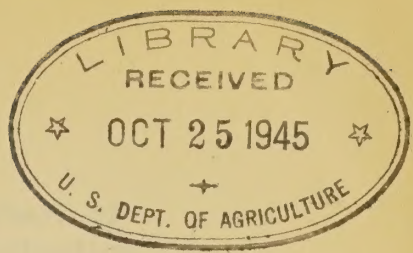


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UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Adjustment Administration
And Extension Service Cooperating
Washington, D. C.

September 16, 1939.

TO STATE EXTENSION EDITORS AND STATE OFFICE ASSISTANTS:

Enclosed is the AAA INFORMATION CALENDAR for the month of October, with special tips about coming events and developments in AAA, and suggestions for mats and pictures. The calendar, as we have pointed out before, is not complete, but it does indicate parts of the AAA program which will receive emphasis during the period covered. We suggest that you may wish to check with your State AAA Committee about parts of this material which apply to your State.

Sincerely yours,

Duncan Wall
Duncan Wall, Chief
Regional Contact Section
Division of Information.

Approved by:

C. W. Warburton

C. W. Warburton
Director, Extension Work.

Enclosure.

AAA INFORMATION CALENDAR--OCTOBER, 1939

- Wheat:** Farm wheat acreage allotments completed in October, if not done before. Work on 1940 wheat plan participation sheet will be in progress. In states where price adjustment payments have not been completed, they will probably be cleaned up during the month. The loan program will be going on in areas where wheat has been harvested and put in storage.
- Cotton:** Announcement of a national cotton marketing quota of approximately 12,000,000 bales for 1940 has been made, and there will be a considerable period for information work before the referendum is held December 9. Price adjustment payments will be moving along and will probably be completed during October. Work is still going on in regard to cotton allotments for 1940.
- Corn:** Announcement made September 13 that there will be no referendum on a corn marketing quota leaves the way clear for information on other phases of the corn program. The harvest season will begin in some areas during the month, depending on weather conditions and maturity of the corn. Reports on corn resealing are coming in. Corn price adjustment payments will be completed. In view of the fact that there will be no corn referendum, it is probable that there will be a loan on the 1939 corn crop. The announcement of the loan will probably be made early in November.
- Tobacco:** Following a meeting of flue-cured tobacco growers, warehousemen and business men in Washington, September 13, the AAA announced plans to hold a referendum on a marketing quota on the 1940 crop of flue-cured tobacco on some date between September 30 and October 7. Tobacco markets, which were closed by warehousemen and buyers after British buyers withdrew from the market, will open after the referendum. An early vote on the quota was recommended by the group meeting in Washington. In the Burley tobacco sections, county committees are working on registration lists of persons eligible to vote in a referendum, to be held later in the year. Although the Secretary has not proclaimed a quota, the apparent supplies are such that it is certain a referendum will be held.
- Crop insurance:** Adjustment of losses will be practically completed in spring wheat states. Closing dates for accepting crop insurance applications will remain as originally announced; the later deadlines all come in October.

Compliance:

Northeast Region-- October 31 is the deadline for carrying out soil-building practices under the 1939 Agricultural Conservation Program. Checking of performance with the 1939 Agricultural Conservation Program will continue. Applications for payment under the 1939 program will be transmitted to Washington in volume.

Western Region-- Compliance with practices carried out under the 1939 program will be checked, and 1940 winter wheat acreages will be measured after planting.

North Central Region-- Applications for payment under the 1939 Agricultural Conservation Program will be coming in, and preparatory work in regard to 1940 listing will be in progress.

East Central Region-- A check on soil-building and soil-conserving under the 1939 program will be in progress.

Southern Region-- Where soil-building practices have been carried out to meet the soil-building goal, practices will be checked and conservation payments will be started.

Soil-Building
and Soil-
Conserving
Practices

Western Region-- Such range practices as construction of dams and reservoirs, contour furrowing, and reseeding, will be completed. Deferred grazing practices will have been completed in most areas by October 1 (See special tips.) In some areas farmers may contour furrow non-crop pasture land, seed perennial grasses and pasture mixtures, and plant cover crops.

Southern Region-- This is a big month for planting winter cover crops, carrying out pasture establishment and pasture improvement work, and applying lime and super-phosphate. In some areas, tree planting will be done during the latter part of the month. The holding of the flue-cured tobacco marketing quota referendum and the launching of the educational work in connection with the December 9 cotton quota referendum are important October developments. Special information for individual states may develop from the Southern region conference at Clayton, Georgia, September 27-30. State administrative officers will have complete information on developments at this conference.

Northeast Region-- Establishing new seedings in New York, the Connecticut Valley and southeastern Pennsylvania, seeding of some green manure crops, seeding cover crops, and pasture

improvement. A special effort will be made to get lime on to farms where road, weather, quarry and farm management conditions are favorable.

East Central Region-- All practices mentioned in the September calendar may be carried out in October, also. These included application of ground limestone, application of phosphate to pastures and fields where grass or clover will be seeded; terracing; seeding of clover, Austrian winter peas, redtop and other grasses, and red clover and alfalfa in certain areas. In addition to these, tree planting is a practice for October.

North Central Region-- The 1939 program officially ended September 30, but several practices may be carried out in October for credit under the 1940 program. These include fall seeding of timothy and other crops where practicable in October, tree planting, forestry clean-up practices, and the building of terraces and dams.

Meetings,
Speeches, and
Miscellaneous:

East Central Region-- Local meetings are expected to be held previous to the flue-cured and Burley referendums.

Northeast Region-- The monthly broadcast over the Colonial Network, Boston, will be heard Friday, October 13. The program will be titled, "The AAA Farm Program and Farm Boys and Girls." A Smith-Hughes teacher will participate. County and community elections will be held in some states.

North Central Region-- County and community elections will be held during the period, October 2-14. State meetings on 1940 allotment procedure will be held during the latter part of the month.

Southern Region-- At state, district and county meetings to be held during the month, educational work preparatory to the cotton referendum will be considered. Plans are underway for a region-wide meeting of leading negro agricultural workers who will study the AAA Farm Program; the meeting will be in Washington during the month.

Western Region-- Some state and county meetings may be held in October after the 1940 state handbooks are out.

TIPS ON COLLECTING EVENTS AND DEVELOPMENTS IN AAA

1. The impact of European war on American agriculture has been felt in various ways, but Secretary of Agriculture Wallace has urged American farmers "to proceed with their production plans as though the outbreak in Europe had not occurred." Administrator Evans, in stating that the European crisis does not warrant a change in the 1940 wheat acreage allotments, asserted that the "safest thing for all farmers to do is to stay with the AAA Farm Program." Those statements epitomize the attitude as to information work. Following is a brief summary of supply conditions as announced after the outbreak of war: The world wheat supply is the largest in history, and this country's carryover is estimated at 254 million bushels, as compared with an average of 115 million bushels for the 5 years from 1924 to 1928. The corn carryover of an estimated 470 million bushels will make the total 1939-40 supply even larger than the 1938-39 supply of 2,900,000,000 bushels. Large supplies of wheat, corn and cotton are in the Ever Normal Granary. Supplies of meat animals are expected to be larger next year. Combined supplies of cottonseed oil, lard, and soybean oil available for home consumption will be larger this year and in 1940. Continued heavy production of milk this fall is expected, and cold storage butter holdings are 33 million pounds above the 1934-36 average. Supplies of rice, canned fruit and fruit juices, canned vegetables, potatoes and beans are also substantially above normal.
2. It has been suggested that in the range areas where drought was prevalent this summer, press releases might be prepared showing the effect of drought this year as compared with the effects of drought in 1934 and 1936. Reports from some areas indicate that range practices assisted ranchers in providing feed for cattle, in contrast to previous droughts when they were forced to sell their cattle. Good local experience stories about the beneficial effect of range practices will be very effective. Deferred grazing practices have been completed in the various areas, and stories about what ranchers have done this year will now be available locally.
3. Localization of the AAA Shorts whenever possible will make them more effective. Texas has been doing this with good effect. An example: "Farmers participating in the 1937 AAA Farm Program planted nearly 5 million acres of summer legumes as green manure and cover crops, of which Texas farmers planted nearly 700,000 acres."
4. The AAA Division of Information has under consideration several different kinds of broadcasts for use on the National Farm and Home Hour: (1) County committee stories telling through experience of the committeemen the need for the AAA Farm Program, adaptation of the national program to the county and individual farms, and county achievements under the program; (2) community stories telling through experiences of farmer,

business man, school board member, etc., what the program has meant and now means to the community; (3) family stories telling the facts of new hope in the farm family's outlook, improvement in living standards, and potential market for industry. We will welcome your suggestions as to where we can get the best stories of the types mentioned for the National Farm and Home Hour. N.B. - The AAA periods on National Farm and Home Hour are ordinarily on Tuesday. From time to time you may have the opportunity to encourage committeemen to develop the habit of listening at that time for round-ups of developments in the national farm program. Effective September 24, all radio schedules will return to standard time. This means that the National Farm and Home Hour will be one hour later, and that there will be a shift in the schedule of local programs.

5. In some states, county and community elections will be held during October. This offers an opportunity for getting releases about local elections, and pictures of elected officers in local newspapers. It might be suggested that someone in the county arrange for pictures, or at least contact local papers that might wish to take the pictures themselves.
6. With provisions of the 1940 program now approved, the field is open for information work on the program as it applies to the various states. Tentative plans are being made for a series of short releases for use in the weekly service. These will deal mainly with the general conservation features. Bulletins are due to be issued on the 1940 program during October: The Western Region plans to have its 1940 state handbooks out. Northeast Region state bulletins will be completed and issued.

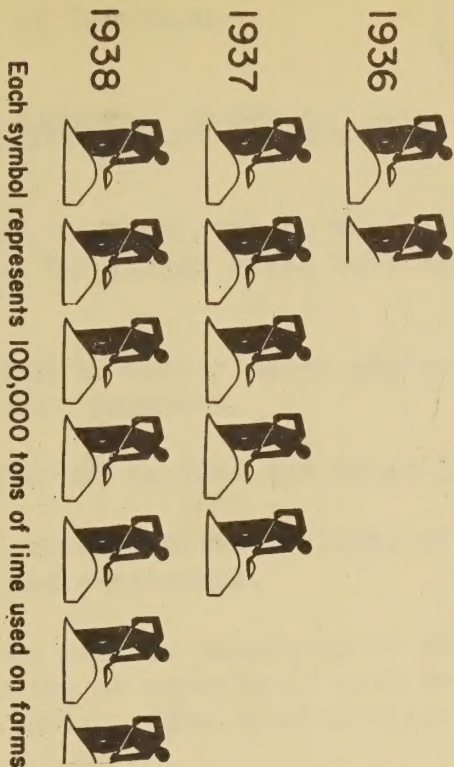
MATS AND PICTURES

On the following page are copies of two sample mats which are examples of a series of state mats which the AAA Division of Information plans to issue during the coming months. The series will picture the conservation accomplishments under the 1938 AAA Farm Program, as compared with former years. Mats will be prepared to show the three or four, possibly more, chief soil-building and soil-conserving practices that farmers carry out in each state.

The intentions are to keep the mats as localized as possible, and they will all be made up in state form, with fill-in blanks in the legends for the county figures. All the mats will be in pictograph form, similar to the two shown on the next page. As usual, states will be queried as to the number of mats desired.

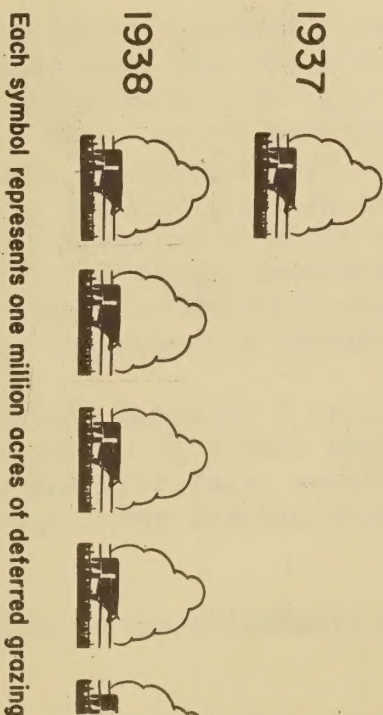
The copies on the following page have been reproduced to give you an idea of what they will be, and we will appreciate any comments or suggestions you may have to make them more effective for your purpose.

PENNSYLVANIA FARMERS USE MORE LIME



Pennsylvania farmers cooperating in the AAA Farm Program are using more lime to build up their soil. Under the 1938 program they put over 600,000 tons of lime on their farms—about 4 times the amount they used in 1936, and more than 150,000 tons than were used in the state in 1937. Lime stimulates growth of soil-building legumes and grasses, and its application is a practice under the Agricultural Conservation Program of the AAA. Farmers of _____ (name) _____ County who participated in the 1938 AAA Farm Program used _____ (number) _____ tons of lime on their farms.

DEFERRED GRAZING INCREASES IN MONTANA



Montana ranchmen, by keeping livestock off the range from the time plant growth starts in the spring until after the grass matures, are giving range grasses the opportunity to reseed themselves by natural means. This practice of deferred grazing was carried out on over 4,225,000 Montana acres by ranchmen cooperating in the 1938 AAA Farm Program—over four times as much as in 1937 when the range program was first started. Ranchmen of _____ (name) _____ County applied the deferred grazing practice on _____ (number) _____ acres in 1938.

